What Makes a Successful Advertisement?

B1-PLUS · Speaking · WORKSHEET

Name: _____ Date: _____

1. Choose the best sentence.

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1. Audience:
   Choices: It targets young people who love sports. / It target young people loves sports. / It is target young sport.

   Answer: _____

2. Message:
   Choices: The main message is that the drink gives you energy. / The main message that drink energy gives. / Message is gives you drink.

   Answer: _____

3. Technique:
   Choices: It uses a catchy song that everyone remembers. / It uses song catchy remember everyone. / It use catchy.

   Answer: _____

4. Improve:
   Choices: It would be better if it showed real customers. / It would be better if it shows real customers. / It will be better if showing customers.

   Answer: _____

2. Complete the evaluation.

Write one word.

1. The ad ___ teenagers who like music.

2. The ___ message is that the product is natural.

3. It uses humour ___ makes people remember it.

4. I think it’s effective ___ it is simple.

3. Your evaluation.

Evaluate an advert you know.

3. Your evaluation. (continued)

1. Write the audience and the message.

2. Write the technique.

3. Write your evaluation and one improvement.